AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

Claims 1-31. (Canceled)

32. (Previously Presented) A method comprising the steps of:

receiving payment from a purchaser for a certificate for an online product of a vendor, said certificate comprising an authorization code having at least one characteristic that identifies said purchaser;

providing said certificate in a physical form to said purchaser:

receiving entry of said authorization code on a web site via which said online product can be obtained, wherein said authorization code is entered on said web site by a user to whom said certificate has been transferred from the purchaser;

determining the identity of said purchaser from the authorization code received from said user; and

providing said online product to said user in response to entry of said authorization code.

33. (Previously Presented) The method of claim 32, wherein said certificate designates a specific online product of the vendor to be provided to the user.

- (Previously Presented) The method of claim 32, wherein said online product pertains to the funeral industry.
- 35. (Previously Presented) The method of claim 32, wherein said certificate is made of paper.
- (Previously Presented) The method of claim 35, wherein said certificate comprises multiple pages of material.
- 37. (Previously Presented) The method of claim 32, wherein said certificate entitles the user to obtain the online product for no fee.
- 38. (Currently Amended) The method of claim 32, wherein said certificate entitle entitles the user to obtain the online product at a reduced fee.